006 CLNT SRV 19NW ☎13122206554 01/31/97 12:53

SLIMS CLUB #2 "MUSIC" MAILING

PRODUCTION CREATIVE VERSIONING MATRIX

Coupon Expiration 6/30/97

MAIL CODE							
		VS HIGH RESPONDER Hauser/Seeds NEW/SWITCHED HIGH OTHER RESPONDERS	361,120 53,412 10,421	02925-1	LIGHTS	528200 41076 9 (8100)0 06382 528200 41282 4 (8100)0 06383	$1.00 OFF 4 PKS/CTN $2.00 OFF CARTON
		VS LOW RESPONDER NEW/SWITCHED LOW	81,828 21,475	02925-2	LIGHTS	528200 41078 3 (8100)0 06384 528200 41287 9 (8100)0 06385	$1.50 OFF 4 PKS/CTN $3.00 OFF CARTON
		COMP HIGH RESP MISTY HIGH OTHER PM HIGH RESP TOTAL AUDIENCE	10,506 2,691 13,346 554,799	02925-3	LIGHTS	528200 41076 9 (8100)0 06386 528200 41287 9 (8100)0 06387	$1.00 OFF 4 PKS/CTN $3.00 OFF CARTON

Undeliverable address: P.O. BOX 4133
Schaumburg, IL 60168

CD Call in offer: 1- 800-968-7702
Call dates: Starting 8:00 AM EST. Ending 12 midnight
Saturday, April 19 to Sunday, April 20

Call in winners: 240M

207258035B

Source: https://www.industrydocuments.ucsf.edu/docs/flym0004